

CLAIMS

We claim:

1. A method of creating a multiphase advertisement including a media component, the method comprising:

5 generating a first phase of the multiphase advertisement, the first phase including a first graphical interface of a first dimension;

generating a second phase of the multiphase advertisement, the second phase including a second graphical interface of a second dimension that is different from the first dimension of the first phase, the second graphical interface of the second phase including a streaming media

10 component space;

building a streaming media component using a software player engine, the player engine including at least a set of core media player variables and a set of core media player controls, the streaming media component including a link to streaming media content; and

15 incorporating the streaming media component into the streaming media component player space of the second phase of the multiphase advertisement.

2. The method according to claim 1, wherein the streaming media component is streaming video.

3. The method according to claim 1, wherein the streaming media component is streaming audio.

20 4. The method according to claim 1, wherein the first graphical interface is an animated display.

5. The method according to claim 4, wherein the animated display of the first graphical interface uses vector-based animated graphics.

6. The method according to claim 1, wherein the first graphical interface of the first phase includes a toolbar, the toolbar including at least a link to trigger the second phase.

7. The method according to claim 6, wherein the link to trigger the second phase also launches the streaming media component.

8. The method according to claim 6, wherein the multiphase advertisement relates to a motion picture and wherein the toolbar includes at least a link to a trailer of the motion picture.

9. The method according to claim 6, wherein the multiphase advertisement relates to a motion picture and wherein the toolbar includes at least a link to still images of scenes from the motion picture.

10. The method according to claim 6, wherein the multiphase advertisement relates to a motion picture and wherein the toolbar includes at least a link to a streaming video of scenes from the motion picture.

11. The method according to claim 6, wherein the multiphase advertisement relates to a motion picture and wherein the toolbar includes at least a link to a streaming video of interviews of actors or actresses from the motion picture.

12. The method according to claim 6, wherein the multiphase advertisement relates to a motion picture and wherein the toolbar includes at least a link to an interactive interface for purchasing tickets to view the motion picture at a theater.

13. The method according to claim 6, wherein the toolbar includes at least a link to content about the subject of the multiphase advertisement.

14. The method according to claim 6, wherein the toolbar includes at least a link to an interactive form for contacting a second user about the subject of the multiphase advertisement.

15. The method according to claim 14, wherein the interactive form includes a field for inputting an electronic mail address of the second user.

16. The method according to claim 15, wherein, upon submission of the interactive form, an electronic mail is transmitted to the electronic mail address of the second user with
5 information about the subject of the multiphase advertisement.

17. The method according to claim 1, wherein the set of media player variables includes a video size.

18. The method according to claim 1, wherein the set of media player variables includes a stream bandwidth.

10 19. The method according to claim 1, wherein the set of player controls includes a play control and a stop control.

20. The method according to claim 1, wherein the streaming media content is remotely stored on a streaming server, and wherein the streaming media component includes a stream identifier that is passed to the streaming server to retrieve the streaming media content.

15 21. A method for advertising, comprising;
providing a first phase graphical interface including at least a first interactive component for triggering a second phase, the first phase having a first dimension;
providing a second phase graphical interface that is launched in response to interaction with the first interactive component, the second phase graphical interface having a second
20 dimension that is different than the first dimension of the first phase graphical interface; and
providing at least one second phase interactive component in the second phase graphical interface.

22. The method in claim 21, wherein the first interactive component is a dynamic vector graphic.

23. The method in claim 21, wherein the first interactive component is an embedded streaming graphic.

5 24. The method in claim 21, wherein the first interactive component is hyperlink.

25. The method in claim 21, wherein the first interactive component is a button having a graphic.

26. The method of claim 21, wherein the first interactive component is a graphical toolbar including at least one hyperlink for triggering a second phase graphical interface of the
10 multiphase advertisement.

27. The method of claim 21, wherein the second phase interactive component is a streaming media component.

28. The method of claim 27, wherein the streaming media component is streaming video.

15 29. The method of claim 27 wherein the streaming media component is a streaming audio.

30. The method of claim 21, wherein the first phase graphical interface further comprises a graphical toolbar enabling a user to access additional advertisement information.

31. The method of claim 30, wherein the graphical toolbar includes one or more
20 hyperlinks.

32. The method of claim 30, wherein the graphical toolbar includes one or more graphical buttons.

33. A system for creating a multiphase interactive graphical advertisement including an embedded streaming media component, the system comprising:

software permitting the generation of a first phase and a second phase of the multiphase graphical advertisement, the first phase having a first graphical dimension and the second phase
5 having a second graphical dimension wherein the first graphical dimension and the second graphical dimension are different, the second phase including at least a streaming media component space for integration of a streaming media component; and

a player engine for incorporating the streaming media component into the streaming media component space of the second phase, the player engine including a core set of media
10 player variables and a core set of media player controls for customizing the streaming media component.

34. A multiphase interactive advertisement, comprising:

a first phase having a first graphical interface;

a second phase having a second graphical interface including at least a streaming media
15 component space, the second phase having a dimension that is different than a dimension of the first phase; and

a streaming media component incorporated into the streaming media component space of the second phase;

wherein the second phase of the multiphase interactive advertisement is triggered by an
20 action performed on the first phase of the multiphase interactive advertisement.

35. The multiphase interactive advertisement of claim 34, wherein the first phase further includes a toolbar, the toolbar including one or more graphical buttons enabling a user of

the multiphase interactive advertisement to interact with one or more features of the multiphase interactive advertisement.

36. The multiphase interactive advertisement of claim 35, wherein interaction with one of the graphical buttons provides further information about the subject of the multiphase interactive advertisement.

37. The multiphase interactive advertisement of claim 35, wherein interaction with one of the graphical buttons triggers the second phase.

38. The multiphase interactive advertisement of claim 35, wherein the action facilitates the user to purchase a product or service that is the subject of the multiphase interactive advertisement.

39. The multiphase interactive advertisement of claim 34, wherein the second phase is triggered by a mouse over of the first phase.

40. The multiphase interactive advertisement of claim 34, wherein the second phase is triggered by mouse click on an area of the first graphical interface of the first phase.

41. The multiphase interactive advertisement of claim 34, wherein the second phase is triggered by mouse clicking a graphical button on the first graphical interface of the first phase.

42. The multiphase interactive advertisement of claim 34, wherein the second phase is triggered by mouse clicking a hyperlink on the first graphical interface of the first phase.

43. A multiphase interactive advertisement incorporated into a web page, the multiphase interactive advertisement comprising:

a first phase having a first graphical interface that includes a vector-based graphical animation that runs upon launch of the web page, the first phase having a first dimension;

a second phase that is launched upon completion the vector-based graphical animation of the first phase, the second phase having a second graphical interface of a second dimension that

is smaller than the first dimension of the first phase, the second graphical interface including a toolbar for permitting a user to interact with the second phase;

a third phase having a third graphical interface including at least a streaming media component space, the third phase having a dimension that is larger than the second dimension of the second phase; and

a streaming media component incorporated into the streaming media component space of the third phase;

wherein the third phase of the multiphase interactive advertisement is triggered by an action performed on the second phase of the multiphase interactive advertisement.

44. A multiphase interactive advertisement incorporated into a web page, the multiphase interactive advertisement comprising:

a first phase having a first graphical interface that includes a graphical display visible upon launch of the web page, the first phase having a first dimension;

a second phase that is dynamically launched after a period of time, the second phase having a second graphical interface of a second dimension that is smaller than the first dimension of the first phase, the second graphical interface including a toolbar for permitting a user to interact with the second phase;

a third phase having a third graphical interface, the third phase having a dimension that is larger than the second dimension of the second phase; and

wherein the third phase of the multiphase interactive advertisement is triggered by an action performed on the second phase of the multiphase interactive advertisement.

45. The multiphase advertisement of claim 44, wherein the third phase includes at least a streaming media component space and wherein a streaming media component is incorporated into the streaming media component space of the third phase.

46. A computer-readable storage medium containing a set of instructions for a general purpose computer for development of a streaming media presentation, the instructions comprising:

a core set of player controls for controlling the streaming media of the streaming media presentation;

a core set of player variables for customizing the streaming media of the streaming media presentation;

a vector-based graphical development application program accessible to the computer, the core set of player controls and player variables operative with the vector-based graphical development application program to:

enable a user to insert a selected set of player controls from the core set of player controls including at least a streaming media player display interface;

enable the user to set one or more of the player variables of the core set of player variables;

enable the user to select the streaming media using a stream identifier that identifies streaming media; and

enable the user to design other graphical features of the streaming media presentation;

wherein, when the streaming media presentation is launched, the computer passes the stream identifier to a backend streaming media content management system that locates and retrieves the associated streaming media and passes the streaming media to the streaming media player display interface of the streaming media presentation.